TO: All KAM - AM - DM

SUBJECT: RJR Private Label Programs

Dear Ladies and Gentlemen,

Listed below are Region Direct accounts carrying a RJR Private Label Brand. This information may be helpful when negotiating our '96 Retail Partners Contracts. Most Direct Accounts offer various introductions placement promotions as well as buydown programs funded by the wholesalers accrual money. RJR gives each Direct Account the ability to develop their own marketing strategy. Prices will vary but should generally come in at the third tier.

Direct Account	RJR Private Label
Mountain Candy	Jacks
Button Brothers	Marker
Lobells	Marker
Herkimer	Marker
Standard - Rosenbaum	Worth
Dowlings	Worth
Sam Frank	Pilot
Hibbert - McGee	Quality Smokes
Finkle	Quality Smokes
Derigo	Quality Smokes
Elmira	Cardinal
R.L. Jones	Focus
Calderon	Highway
Button Brothers	Marker
Bru-Cel Distr.	Slim Price
Fleming	Rainbow
Tripi	Price Master

Sincerely,

Fray

Fray Natale
FVN/pkt

cc: RC Farmer

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Source: https://www.industrydocuments.ucsf.edu/docs/jnwn0000